

Message Text

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E.O. 11652 : NA

TAGS : BEXP, NI

SUBJ : SPECIALIZED TRADE MISSIONS--INCREASED ADVANCE
OFFICER ACTIVITIES

REF : STATE A-9156 OF NOV. 22, 1974

STATE 140278

1. WE WELCOME THE IDEA OF THE ADVANCE OFFICER SPENDING MORE TIME AT THE POST AND TAKING A MORE ACTIVE PART IN THE SUBSTANTIVE WORK OF DEVELOPING THE SCHEDULE OF BUSINESS APPOINTMENTS FOR TRADE MISSION MEMBERS. THE RECENT VISIT OF TWO ABLE AND EXPERIENCED ADVANCE OFFICERS (MRS.SALLY MILLER, RAILROAD EQUIPMENT TRADE MISSION, AND MR. RALPH EDWARDS, ROAD CONSTRUCTION TECHNOLOGY TECHNICAL SALES SEMINAR) WERE VERY HELPFUL TO THIS POST. IN ORDER TO TAKE FULL ADVANTAGE OF THE ADVANCE OFFICER'S PRESENCE, HOWEVER, THE POST NEEDS TIMELY AND DETAILED INFORMATION ABOUT THE TRADE MISSION PRIOR TO HIS ARRIVAL. POST HAS NOT BEEN ABLE TO DEVELOP TRULY CUSTOMIZED LISTS OF POTENTIAL BUSINESS AND GOVERNMENT CONTRACTS FOR EACH MEMBER OF THE MISSION BEFORE THE ADVANCE OFFICER'S COMING, BECAUSE INFORMATION ON THE COMPOSITION OF THE MISSION, THE SPECIFIC PRODUCTS THEY WISH TO SELL AND THEIR INTERESTS IN SEEKING DISTRIBUTORS OR AGENTS HAS BEEN SLOW IN ARRIVING.

2. WE SUGGEST, TOO, THAT AT THIS POST THE ADVANCE OFFICER SHOULD ARRIVE AT LEAST FOUR WEEKS BEFORE THE MISSION, AS THE DEVELOPMENT OF QUALITY BUSINESS APPOINTMENTS AND THE MAILING OF INVITATIONS AND INFORMATION CONCERNING THE MISSION TAKES MUCH LONGER HERE.
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